

REP HEADLINE# 8369497
*** ORIGINAL REV#0 ***

REP: TEL# 703-528-9969 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP14/16 15.09
*** KPLC-TV ***

ADV # ADV. NAME ISS/ENDING SPENDING ACTN FUND REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ANNE WINEHOLT

210 W. PENNSYLVANIA AVE. SUITE 250 SALES PRSN WA- FRANK LEBLANC
TOWSON, MD 21204

ORDER # CONTRACT # 8369497 CLASS: NATL. LOCAL REGIONAL

PRDCT ENDING SPENDING ACT EST#3728 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP15/16 SEP17/16 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP14/16 15.09

REP: NEW ORDER
TTL \$7,195 @ 9X
PLS CFM
THANKS, KRISTEN FOR FRANK

POL 9497

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL ESTIMATES MUST BE INCLUDED ON THE INVOICES
STATIONS USING ELECTRONIC INVOICING, DO NOT SEND PAPER INVOICES:
AGENCY IDB #1021
AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
ENDING SPENDING ACT

7551 End 9.15-9.17

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END :SPTS: WEEK : DAYS :TOTL:
:LINE#: : : : : : : : DATE : DATE : /WK: INVT : :SPTS:

AGENCY ADVERTISER CODE = 114 AGENCY EST# = 3728
AGENCY PRODUCT CODE = 206

1	1000P-1035P	30	\$1,010.00	9/16	9/16	1	FRI	1
PROGRAM : 7 NWS 10P								
CON COM1: 7 NWS 10P								

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			500P-530P	30		\$600.00	9/16	9/16	1		FRI	1
			PROGRAM : 7 NWS LIVE-5									
			CON COM1: 7 NWS LIVE-5									
3			600P-630P	30		\$1,010.00	9/16	9/16	1		FRI	1
			PROGRAM : 7 NWS 6P									
			CON COM1: 7 NWS 6P									
4			1000P-1035P	30		\$760.00	9/17	9/17	1		SAT	1
			PROGRAM : 7 NWS SA L									
			CON COM1: 7 NWS SA L									
5			600P-630P	30		\$185.00	9/17	9/17	1		SAT	1
			PROGRAM : 7 NWS SA E									
			CON COM1: 7 NWS SA E									
6			1000P-1035P	30		\$1,010.00	9/15	9/16	1		TH-F	1
			PROGRAM : 7 NWS 10P									
			CON COM1: 7 NWS 10P									
7			500P-530P	30		\$600.00	9/15	9/16	1		TH-F	1
			PROGRAM : 7 NWS LIVE-5									
			CON COM1: 7 NWS LIVE-5									
8			600P-630P	30		\$1,010.00	9/15	9/16	2		TH-F	2
			PROGRAM : 7 NWS 6P									
			CON COM1: 7 NWS 6P									

SEP/16 \$7,195.00 CONTRACT TOTAL \$7,195.00
 TOTAL SPOTS 9

MARKET TOTALS \$9,593 KPLC 75% KVHP 25% CABL 0% NVHP 0%
 ESTIMATED SHARES
 SVC- NONE
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPLC Lake Charles LA	Date: 9/14/16
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I, Rita O'Brennan

do hereby request station time concerning the following issue:

Ending Spending Action Fund

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies				

This broadcast time will be used by: Ending Spending Action Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Ending Spending Action Fund
817 Skelers Lane
Alexandria, VA 22314

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

CEO: Todd Ricketts
President: Brian Baker
Treasurer: Nancy Watkins

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Ending Spending Action Fund
817 Slaters Lane
Alexandria, VA 22314

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

CEO: Todd Ricketts
President: Brian Baker
Treasurer: Nancy Watkins

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

8/11/16 BB 202 642 2771
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Stephanie Gill Stephanie Gill National Sales Coord
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies				

Attach proposed schedule with charges (if available): **7,195 GROSS**

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

CONTRACT



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

And:

Mentzer Media Services
600 Farimount Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> POL9497 /		<u>Alt Order #</u> 08369497
<u>Product</u> ENDING SPENDING ACT		
<u>Contract Dates</u> 09/15/16 - 09/17/16		<u>Estimate #</u> 3728
<u>Advertiser</u> ISS/Ending Spending Action Fund		<u>Original Date / Revision</u> 09/15/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KPLC	<u>Account Executive</u> Frank LeBlanc	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Households		
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 114	<u>Product 1/2</u> 206
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	09/16/16	09/16/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	----1--				1	\$1,010.00				
N 2	KPLC	09/16/16	09/16/16	Live at Five	5:00 PM-5:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	----1--				1	\$600.00				
N 3	KPLC	09/16/16	09/16/16	7News at Six	6:00 PM-6:30 PM		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	----1--				1	\$1,010.00				
N 4	KPLC	09/17/16	09/17/16	7News Nightcast Saturday	10:00 PM-10:35 PM		:30				NM	1	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	-----1-				1	\$760.00				
N 5	KPLC	09/17/16	09/17/16	7News @ Six Saturday	6:00 PM-6:30 PM		:30				NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	-----1-				1	\$185.00				
N 6	KPLC	09/15/16	09/16/16	7News Nightcast	10:00 PM-10:35 PM		:30				NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	---TF--				1	\$1,010.00				
N 7	KPLC	09/15/16	09/16/16	Live at Five	5:00 PM-5:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	---TF--				1	\$600.00				
N 8	KPLC	09/15/16	09/16/16	7News at Six	6:00 PM-6:30 PM		:30				NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/12/16	09/18/16	---TF--				2	\$1,010.00				
Totals								0.00				9	\$7,195.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/17/16	9	\$7,195.00	(\$1,079.25)	\$6,115.75
Totals	9	\$7,195.00	(\$1,079.25)	\$6,115.75

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
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Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

Contract / Revision	Alt Order #
POL9497 /	08369497

Contract Dates	Product	Estimate #
09/15/16 - 09/17/16	ENDING SPENDING AC	3728

Advertiser	Original Date / Revision
ISS/Ending Spending Act	09/15/16 / 09/15/16

Signature: _____ **Date:** _____

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